

Name:
Classification: Marketing Supervisor-Creative

Position Number: 324113
Date: November, 2018

POSITION SUMMARY

This position is responsible for maintaining the Department of Tourism's high standards of brand excellence by supervising an internal team responsible for developing award-winning creative. This position will champion a collaborative process from concept to completion ensuring on-brand and engaging creative executions for all mediums and channels; traditional, digital and social.

The position will supervise and inspire staff. Position will establish timelines and monitor status, assign projects and be hands-on directly when necessary. Oversee style, tone and visual elements of a variety of campaigns and projects.

The position requires innovation, attention to detail and the ability to multi-task in a fast-paced marketing environment and provide creative services using state-of-the-art technology.

This position is housed at the Department of Tourism's central office located in downtown Madison under general supervision of the Director of Marketing and Advertising and may require some evening and weekend travel.

GOALS AND WORKER ACTIVITIES

45% A. Lead and inspire creative teams in the development of award-winning creative assets that enhance and support the Department's mission, brand image and strategic marketing plans.

A1. Define, document and execute a process for the development of projects through initial concepting to final execution. Communicate procedures to assure all members of the team implement for greatest efficiency.

A2. Develop clear and concise creative briefs. Present briefs to internal teams and external marketing agencies so all work consistently fulfills project goals.

A3. Communicate creative vision to internal staff and external teams of brand strategists, designers, writers, photographers and videographers as appropriate so that the work produced aligns with strategy and is informed by research.

A4. Collaborate within the bureau and other cross-functional teams so all directors, supervisors and staff understand and work towards common goals, project vision, campaigns or individual executions that advance the comprehensive marketing plan.

A5. Evaluate each assignment and project to determine marketing goals and identify compatible visual treatment to most effectively achieve brand-marketing objectives.

A6. Determine budget parameters of each project and make recommendations on the appropriate methods of development and implementation.

A7. Evaluate campaigns, programs and projects and make necessary course corrections.

A8. Present all creative and rationale to Director of Marketing and Advertising and Secretary's Office for final approval.

40% B. Supervise marketing staff

B1. Direct the work of various individual staff that when finished result in a completed project or campaign.

B2. Develop written performance goals and workplans. Monitor and evaluate regularly. Recommend corrections as necessary.

Name:
Classification: Marketing Supervisor-Creative

Position Number: 324113
Date: November, 2018

B3. Handle disciplinary action by addressing problems with work quality, issues between employees and other concerns in an effective, timely manner.

B4. Assist in the hiring process and training new employees.

B5. Manage timesheets, expense reports and staff schedules.

B6. Train and mentor team.

10% D. Independently concept and execute creative projects consistent with brand image parameters and prepare them for print, social, digital or web applications.

D1. Using appropriate technology, independently produce creative materials as directed.

5% E. Other duties as assigned by Bureau Director.

E1. Assist Director of Marketing and Advertising on work of Governor's Council on Tourism Marketing Committee.

KNOWLEDGE, SKILLS, AND ABILITIES:

1. Demonstrated ability, to provide solutions in conceiving, developing and producing on brand marketing executions for advertising campaigns, web, digital, social media, branding, photography and video.
2. Strong management, leadership and interpersonal skills.
3. Strong oral, written and presentation communication skills.
4. Ability to collaborate withal levels of an organization and within peer-to-peer relations.
5. Knowledge of branding principles.
6. Technology skills in both PC and Mac platforms. Demonstrated proficiency in Photoshop, Illustrator, InDesign, Microsoft Office Suite including PowerPoint.
7. Ability to multitask, manage projects, meet deadlines.
8. Exceptional attention to detail with focus on quality.